CENTRAL PARK—THE TERRACE AND BETHESDA FOUNTAIN

CENTRAL PARK

HIS is only a single and small scene in New York's great natural wonder, Central Park. It shows the Bethesda Fountain, with the Esplanade in front and the Terrace beyond.

The Bethesda Fountain represents the figure of an angel blessing the waters, as suggested in the story of the Pool of Bethesda in the Gospel of St. John. The angel stands on a mass of rock from which the water gushes out, falling into a basin below. Through the spray can be seen four figures representing Temperance, Purity, Health and Peace. The figures were designed in Rome by Miss Emma Stebbins, of New York. The models were cast in bronze in Munich.

To the north of Bethesda Fountain, or to the left of the picture, is the Lake, a fine body of water where there is boating in the summer and skating in winter. South of the Terrace, or to the right in the photograph, there is a long walk, shaded with great trees, and known as the Mall. It is a favorite promenade, and at the upper end there is a band stand, where open-air concerts are given in summer weather, to the enjoyment of hundreds.

Try a Singer Sewing Machine on the Rental Plan

The purchase of a Sewing Machine is altogether too important to be decided offhand.

When You Rent a Singer Sewing Machine

even for so short a time as one week, you give yourself an opportunity to test a machine that will do its work so perfectly and noiselessly from the start that you will hesitate before letting it go out of the house again.

No reason why it should go out either—

For your rental payments may be applied to the purchase of the machine if you decide to keep it.

Singer Stores in Every City

See Singer Store in YOUR City

COLUMBIA UNIVERSITY—MORNINGSIDE HEIGHTS

COLUMBIA UNIVERSITY

COLUMBIA UNIVERSITY was established as King's college, receiving its charter in 1754. Originally it was way down town on lands near Church Street. Later it was moved to Madison Avenue and Forty-ninth Street, and in 1897 it moved again to Morningside Heights.

The buildings on the new site are grouped about the Library, a stately edifice with a low dome illuminated at night. The Library faces on 116th Street, and was the gift of Seth Low, President of the University from 1900 to 1902, and later Mayor of New York, as a memorial to his father. It is considered one of the finest examples of pure Greek architecture in the country. The Library contains some 350,000 volumes, and ranks fourth in the value of its book collections in the United States.

Back of the Library is University Hall, where the gymnasium is, only the first floor of which has been completed. To the right in the picture is seen Fayerweather Hall, on Amsterdam Avenue, while back of and at right angles to Fayerweather Hall is Schermerhorn Hall.

Affiliated with Columbia University and near by are Barnard Hall, Teacher's College and the Horace Mann School. Beyond the University grounds is a glimpse of the Hudson River and Palisades.

At Singer Stores you will always find the best of Everything

Best lock-stitch machines,
Best chain-stitch machines,
Best oil, belts, needles, etc., and the best attention.

By this sign you may know and will find Singer Stores everywhere.

These machines are never sold to dealers. Only from Maker to User.

Singer Stores in Every City

See Singer Store in YOUR City

THE PLAZA—FIFTH AVENUE ENTRANCE TO CENTRAL PARK

THE PLAZA

THE PLAZA is an immense open square, paved with shining asphalt, at the southeast corner of Central Park, and in the heart of the most aristocratic residence district. Fifth Avenue crosses Fifty-ninth Street here, and continues its way north along the Park, its east side lined with homes of the wealthy.

At the right of the picture is the Hotel Savoy, and north of it the New Netherland. The square four-story building on the next corner is the marble home of the Metropolitan Club, a most exclusive organization, commonly known as the "Millionaires' Club," from the great wealth possessed by its members. Adjoining it on the north is the residence of Elbridge T. Gerry, founder of the Society for the Prevention of Cruelty to Children, while farther up are the residences of Howard Gould, Frank Jay Gould, Colonel John Jacob Astor, Mrs. William Astor, Dr. Andrew J. White, H. O. Havemeyer, H. O. Armour, Charles T. Yerkes, Andrew Carnegie and others.

The Plaza Hotel, shown at the left of the picture, has since been demolished and will be replaced by a more magnificent structure, while just south of the Plaza, but not within the view, is the Cornelius Vanderbilt house at Fifth Avenue and Fifty-seventh Street. At the entrance to the Park is St. Gaudens's bronze equestrian statue of General Sherman.

In Purchasing a Family Sewing Machine, It is Truest Economy to Get the Best

A cheaply made sewing machine is dear at any price, because faulty in action, liable to break and difficult to operate.

That it is truest economy to buy a Singer can be perfectly demonstrated by inquiry at any Singer Store.

Singer Stores in Every City

See Singer Store in YOUR City

THE WALDORF-ASTORIA

THE WALDORF-ASTORIA

WILLIAM WALDORF ASTOR and Colonel John Jacob Astor combined to build this hotel, the largest and one of the finest in the world. Its cost has never been made public, but estimate places it at about $12,000,000. The front is on Fifth Avenue, running through from Thirty-third to Thirty-fourth Street.

There are forty public rooms and over 1,300 guest rooms in the hotel, with accommodations for upwards of 1,500 people. The full force of employees numbers nearly 1,400, or almost one for every guest. Over 6,000 meals a day are sold on the average. The cost of the furniture put into the Waldorf-Astoria was close to $1,000,000. The basements contain wine cellars and cigar humidors filled with the choicest stock.

Rooms alone at the Waldorf-Astoria range in price from $2.50 a day upwards. As much as $500 a day has been paid for the royal suite, and accommodation at $100 a day is not uncommon. As an equivalent, the interiors are rich in decorations, and the elaborateness of the hotel equipment is a marvel.

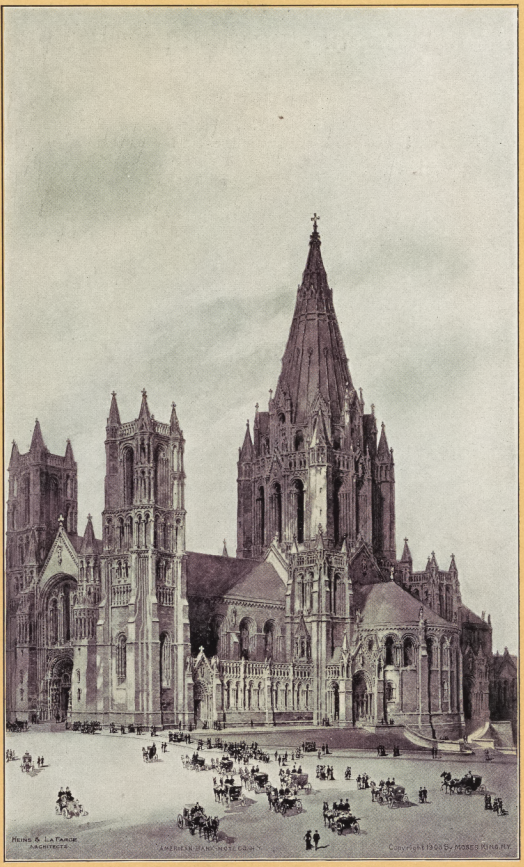
Singer Stocking Darner

Can be used on *any lock-stitch* sewing machine

This is the latest and best device FOR HOLDING A STOCKING so that it can be darned AT ANY POINT by any one who can run a sewing machine. It is the most convenient, the most practical and the most useful device ever offered to any one with stockings to darn and a sewing machine available.

EASIER, QUICKER, STRONGER
BETTER THAN HAND DARNING

Sold at all Singer Stores



CATHEDRAL OF ST. JOHN THE DIVINE

CATHEDRAL OF ST. JOHN THE DIVINE

(WHEN COMPLETED)

THE Cathedral of St. John the Divine is in direct contrast to the steel construction business buildings of lower New York, which are often begun and completed within a year. The corner stone was laid in 1892, and, although the work has been going on ever since, little has been done yet, beyond building one of the four arches for the main tower and starting the walls, and it is not expected that the church will be finished within much less than fifty years. Everything is solid masonry.

The Protestant Episcopal Church is putting up the Cathedral at an estimated cost of $6,000,000, and when done it is not only expected to surpass any church building in this country, but to rank with the historical ones of Europe. The length will be 520 feet. The nave itself will be 180 feet long and the chancel vault 115 feet high. The cross on top of the central tower will be 445 feet from the floor. Surrounding the choir are to be seven Chapels of Tongues in which services will be held in seven different languages.

The site of the Cathedral is a superb one, between 110th and 113th Streets and Morningside Park and Amsterdam Avenue, upon which latter the building fronts. The crypt has been completed by quarrying out of solid rock, and services are already held there.

Infants and Children's Clothing must be elastic and easily altered

This result best obtained by stitching with the SINGER AUTOMATIC

For practical illustration visit a Singer Store, or see a Singer Salesman

Singer Stores in Every City

See Singer Store in YOUR City

BROADWAY AND FIFTH AVENUE, NORTH FROM 23D STREET

BROADWAY

(NORTH FROM TWENTY-THIRD STREET)

BROADWAY crosses Fifth Avenue at this point, and the junction is one of the centers of New York life. Near the middle of the picture may be seen the monument to General Worth, Fifth Avenue running off to the right and Broadway to the left.

The building at the left side of the photograph represents what was until lately the Fifth Avenue Hotel, a noted hostelry, and the headquarters of the Republican state and national politicians. This hotel no longer exists and a large office building now occupies the site. Just north of this, but not visible in the picture, is the Hoffman House, which is the Democratic resort. It was almost in front of the Fifth Avenue Hotel that the famous Dewey Arch was erected in honor of the Admiral's triumphant return after the Spanish war.

Madison Square lies to the right in the photograph, with Augustus St. Gaudens's statue of Admiral Farragut in the northwest corner. On the other side of the park, although out of the camera's range, is Madison Square Garden with its illuminated tower 357 feet in the air. Its vast amphitheatre serves for the Horse Show, Automobile Show, six-day bicycle race, military tournament, Arion Ball, Barnum's Circus, and a variety of other events in metropolitan life.

For the Convenience of all Sewing Machine users, there are Singer Stores in every city.

Look for the Red "S"

When in need of a Sewing Machine or accessories

Needles for all makes of Sewing Machines

METROPOLITAN MUSEUM OF ART

METROPOLITAN MUSEUM OF ART

THE Metropolitan Museum, the greatest storehouse of art treasures in the United States, is in Central Park, facing Fifth Avenue at the intersection of Eighty-second Street. It is a private corporation, founded in 1870.

The main entrance is from the new east wing on Fifth Avenue, lately completed at a cost of $1,000,000. This wing is only part of a group which has been planned that will in all cost $20,000,000 and cover eighteen and one-half acres of land.

Among the 700 pictures are Rosa Bonheur's "Horse Fair," Jules Breton's "Religious Procession in Brittany," Emanuel Leutze's "Washington Crossing the Delaware," Gabriel Max's "Last Token," Rousseau's "Edge of the Woods," and Turner's "Grand Canal of Venice." Subsequent to the death of General di Cesnola, Sir C. Purdon Clarke became the Director of the Museum. J. Pierpont Morgan is President of the Board of Trustees.

At the left of the photograph, beyond the Museum, is seen the Obelisk, "Cleopatra's Needle." This ancient monolith was erected near Cairo in the sixteenth century before Christ. It was presented to New York in 1877 by the late Khedive, Ismail Pasha.

Time Tells the Story

There is a big difference between the cost of making a first class sewing machine, embodying the best of materials and workmanship, and one which is made in the cheapest manner. The buyer of a cheap machine soon pays the difference of price in the constant cost for repairs, to say nothing of its annoying inefficiency.

SINGER SEWING MACHINES DO GOOD WORK DURING A LIFETIME

TIMES SQUARE AT NIGHT

TIMES SQUARE

TIMES Square, formerly Longacre Square, is a striking example of the march uptown of New York's center of life. In the Dutch days this was at the Battery. Later it was at the City Hall, then at Union Square, and finally at Madison Square. Now it is more nearly at Herald Square (Thirty-third Street) or Times Square (Forty-second Street), and shows signs of moving soon to Columbus Circle, at the southwest corner of Central Park, five miles above the foot of the island.

Not all forms of activity have taken part in this northward movement. The financial headquarters is still Wall Street, and the wholesale houses are below Union Square, while many of the department stores are below Madison Square. The theater, club, hotel and restaurant center, however, now lies between Madison and Times Squares, in the "Tenderloin" or "White Light District." At night in this section Broadway blazes with electric signs and bustles with life, and has been called "The Great White Way" in contrast to its appearance below Fourteenth Street, where, after nightfall, it is as silent as a country road, and almost as deserted.

In line with the uptown tendency, the New York Times has recently moved from Park Row to the new building here shown, the second "flat-iron" structure to be erected. The original "flat-iron" building, so called because it occupies a triangle, is at Twenty-third Street.

Expert Sewing Machine Repairs

Also sewing machine oil of absolute purity and the best NEEDLES AND PARTS of all machines, at Singer Stores

Singer Stores in Every City

See Singer Store in YOUR City

THE FULLER ("FLATIRON") BUILDING

A UNIQUE STRUCTURE

AMONG the many sky-seeking modern office buildings in Manhattan, the Fuller Building, or as it is more popularly known, the "Flatiron," at the junction of Broadway, Fifth Avenue and Twenty-third Street, is a striking example of unconventionality. Peculiar in shape—the plot being triangular—its conspicuous location and height of twenty stories (280 feet) combine to make it one of the notable wonders of the time.

Its apex or northern point faces up-town, and its position at the junction of the most famous thoroughfares of New York has given it a prominence not easily obtainable elsewhere. Its shape and environment have made it a target for air currents from all directions, and newspaper writers have found a fruitful theme for word pictures of the plight of pedestrians when caught in the pranks of the winds which circle its base from all directions during periods of high pressure. From its upper stories may be had fine views of the central portion of the city in every direction.

Singer First Cost is the Whole Cost

Of course you can buy a sewing machine for less money than you would pay for a Singer—all the world knows that. But consider this: When a Singer is bought and paid for, *it is paid for*—it lasts a lifetime.

A cheap machine is *never* paid for. Every cent expended for repairs must be added to the original cost—it's an endless system of instalments. These instalments, added to the first cost of the machine, soon exceed the cost of a Singer, and after each successive repair the cheap machine grows more and more second-hand—one step nearer the junk heap.

The time lost, the trouble and the worry outweigh many times over the difference in the cost between the cheap machine and the Singer.

There are two kinds of machines—good and bad—and the good kind is the Singer.

TIMES SQUARE, NORTH FROM 42D STREET

TIMES SQUARE

(The Times Building and Hotel Astor)

TIMES Square, formerly Longacre Square, is a striking example of the march uptown of New York's centre of life. In the Dutch days it was at the Battery. Later it was at the City Hall, then at Union Square and finally at Madison Square. Now it is more nearly at Herald Square (Thirty-third Street) or Times Square (Forty-second Street) and shows signs of moving soon to Columbus Circle at the southwest corner of Central Park, five miles above the foot of the island.

Not all forms of activity have taken part in this northward movement. The financial headquarters is still Wall Street, and the wholesale houses are below Union Square, while most of the department stores are below Madison Square. The theatre, club, hotel and restaurant centre, however, now lies between Madison and Times Squares in the "Tenderloin" or "White Light District." At night in this section Broadway blazes with electric signs and bustles with life, and has been called "The Great White Way" in contrast to its appearance below Fourteenth street, where, after nightfall, it is silent as a country road, and almost as deserted.

In line with the uptown tendency the *New York Times* has recently moved from Park Row to the new building here shown, the second "flatiron" structure to be erected. The original "flatiron" building, so called because it occupies a triangle, is at Twenty-third Street. Beyond the Times Building is William Waldorf Astor's new Hotel Astor, and at the right the edge of Colonel John Jacob Astor's Hotel Knickerbocker, in course of construction.

EXPERT SEWING MACHINE REPAIRS

Also sewing machine oil of absolute purity and the best **Needles and Parts** for all machines at Singer Stores.

Singer Stores in Every City

See Singer Store in YOUR City

SOLDIERS AND SAILORS' MONUMENT—RIVERSIDE DRIVE

SOLDIERS AND SAILORS' MONUMENT RIVERSIDE DRIVE

NEXT to Fifth Avenue, Riverside Drive is the most fashionable thoroughfare in New York, and far exceeds it in natural beauty. Indeed, it would be difficult to imagine a residential location more superb, and now that the tide is setting its way, Riverside Drive promises to outclass the older street within no distant time.

Riverside Drive begins at Seventy-second Street, and skirts the Hudson River for two miles to Morningside Heights. It is on the crest of a bluff, with Riverside Park occupying the hillside between it and the river.

The Soldiers and Sailors' Monument at Eighty-ninth Street was erected by the city and dedicated in 1902. It is in the form of a Grecian temple, 100 feet high, of white marble, on pink granite base. The peristyle comprises 12 Corinthian columns.

Grant's Tomb is at One Hundred and Twenty-third Street. Beyond this a viaduct crosses the lower ground of Harlem to connect with the lower Boulevard Lafayette. This latter, when finished, will furnish a concourse along the river all the way up the island.

The Sewing Machine has so long been a necessity in every family that the main question to be answered is

Which Machine is the Best?

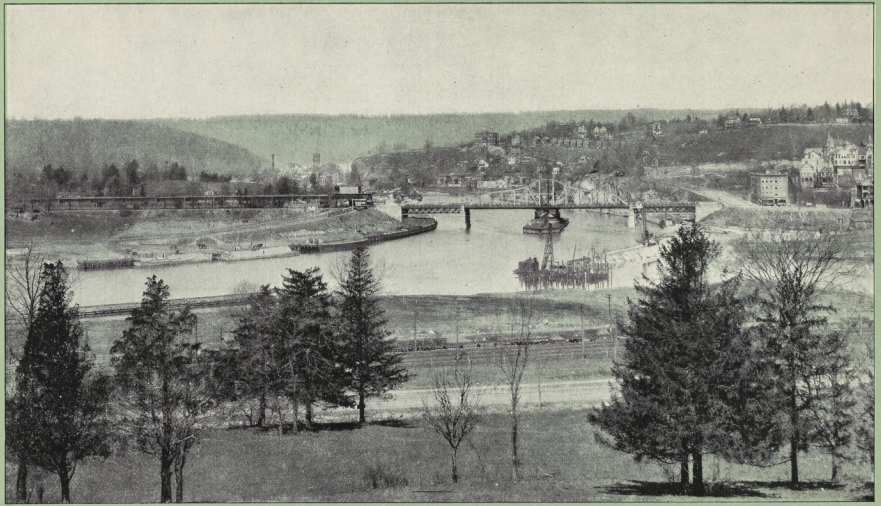
The women of the family are answering this question by purchasing

MORE THAN TWO MILLION SINGER SEWING MACHINES EACH YEAR

There is a good reason for this. It is shown conclusively at every Singer Store, or by any Singer Salesman.

Singer Stores in Every City

See Singer Store in YOUR City



THE SHIP CANAL AT SPUYTEN DUYVIL (NORTH END OF NEW YORK)

SHIP CANAL AT SPUYTEN DUYVIL

SPUYTEN DUYVIL CREEK is what makes Manhattan an island. It is a continuation of the Harlem River at the point where that stream bends west to join the Hudson, over twelve miles north of the Battery. The creek itself makes a sweeping curve to the north at this point, through marshy ground. In order to provide a direct and navigable channel the Federal government cut the Harlem River Ship Canal, shown in the photograph, with a depth of nowhere less than nine feet.

Spuyten Duyvil got its name, according to the story told by Washington Irving, from a boast made by Anthony van Corlear back in Dutch days. On a dark night, with the tide running strong van Corlear swore that he would swim it "in spite of the Devil." He jumped in and was drowned in the attempt.

Running down the island from the bridge over the ship canal may be seen the "underground" railroad at the present northern limit of its construction. At this point it is not a subway at all but an elevated viaduct. A glimpse of the Hudson and the Palisades appears in the background.

Truest Economy to Get the Best

A cheaply made sewing machine is dear at any price, because faulty in action, liable to break and difficult to operate. A labor-saving machine for woman's use should be the best and

EXPERIENCE PROVES
A SINGER TO BE THE BEST

Sold on installments.

Old machines taken in exchange.

Singer Stores in Every City

See Singer Store in YOUR City

CENTRAL PARK—THE TERRACE AND BETHESDA FOUNTAIN

CENTRAL PARK

(Bethesda Fountain, Esplanade and Terrace)

THIS is only a single and small scene in New York's great natural wonder, Central Park. It shows the Bethesda Fountain, with the Esplanade in front and the Terrace beyond.

The Bethesda Fountain represents the figure of an angel blessing the waters, as suggested in the story of the Pool of Bethesda in the Gospel of St. John. The angel stands on a mass of rock from which the water gushes out, falling into a basin below. Through the spray can be seen four figures representing Temperance, Purity, Health, and Peace. The figures were designed in Rome by Miss Emma Stebbins, of New York. The models were cast in bronze in Munich.

To the north of Bethesda Fountain, or to the left of the picture, is the Lake, a fine body of water where there is boating in summer and skating in winter. South of the Terrace, or to the right in the photograph, there is a long, broad walk shaded with great trees, and known as the Mall. It is a favorite promenade, and at the upper end there is a band stand where open-air concerts are given in summer weather to the enjoyment of hundreds.

Visit the Singer Store

Before Buying Sewing Machines by Mail

Prices are Good,

Terms are Better,

Machines the Best.

You are assured of proper Instruction, Supplies and Accessories.

GET A SINGER GUARANTEE.

Singer Stores in Every City

See Singer Store in YOUR City

1545

4-11

SINGER SEWING MACHINE CO.
158 WEST 125TH STREET